Disney · PIXAR

TOY STORY 4

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BRANDING

PRODUCT DEVELOPMENT PURPOSES ONLY. NOT FOR THEATRICAL MARKETING.

VERSION 1

GLOBAL

APRIL 2019 ON SHELF

CONTENTS

INTRODUCTION 3
CONTENT vs. DCP BRANDING TIMELINE 4
DO's & DONT's LOGO USAGE 5
EARLY SET LOGO USAGE 6
BASIC: WINDOW BOX 7
BASIC: CLOSED BOX 8
BASIC: BLISTER CARDS 9
BASIC: HEADER CARDS 10
BASIC: HANG TAGS 11
BASIC: JOKER LABEL 12
FASHION & HOME: NECK LABELS 13
FASHION & HOME: ACCESSORY CARD 14
FASHION & HOME: SHOEBOX 15
RETAIL DISPLAY: INSPIRATION ONLY 16
MARKETING: TRADE/CONSUMER AD 17
MARKETING: PRESENTATION TEMPLATE 18
ELEMENTS: LOGOS & COLOR USAGE 19
ELEMENTS: TRADE DRESS & FRAMES 20
ELEMENTS: BACKGROUNDS 21
ELEMENTS: SNIPES 22
ELEMENTS: PACKAGING CHARACTER ART 23
ELEMENTS: FONTS & LEGAL LINE 24
LEGAL 25

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SYNOPSIS

Disney•Pixar's "Toy Story 4" opens a new chapter in the lives of Woody, Buzz Lightyear and the "Toy Story" gang.

TARGET AUDIENCE

Primary: Kids 3-7, Adults, Pixar fans of all ages

POSITIONING

The ultimate story of friendship and adventure with beloved toys coming to life

ATTRIBUTES

Friendship, Toys Come to Life, Adventure, Pixar Storytelling

REGIONAL RESTRICTION

Please confirm and enter details outlining the nature of the regional restrictions.

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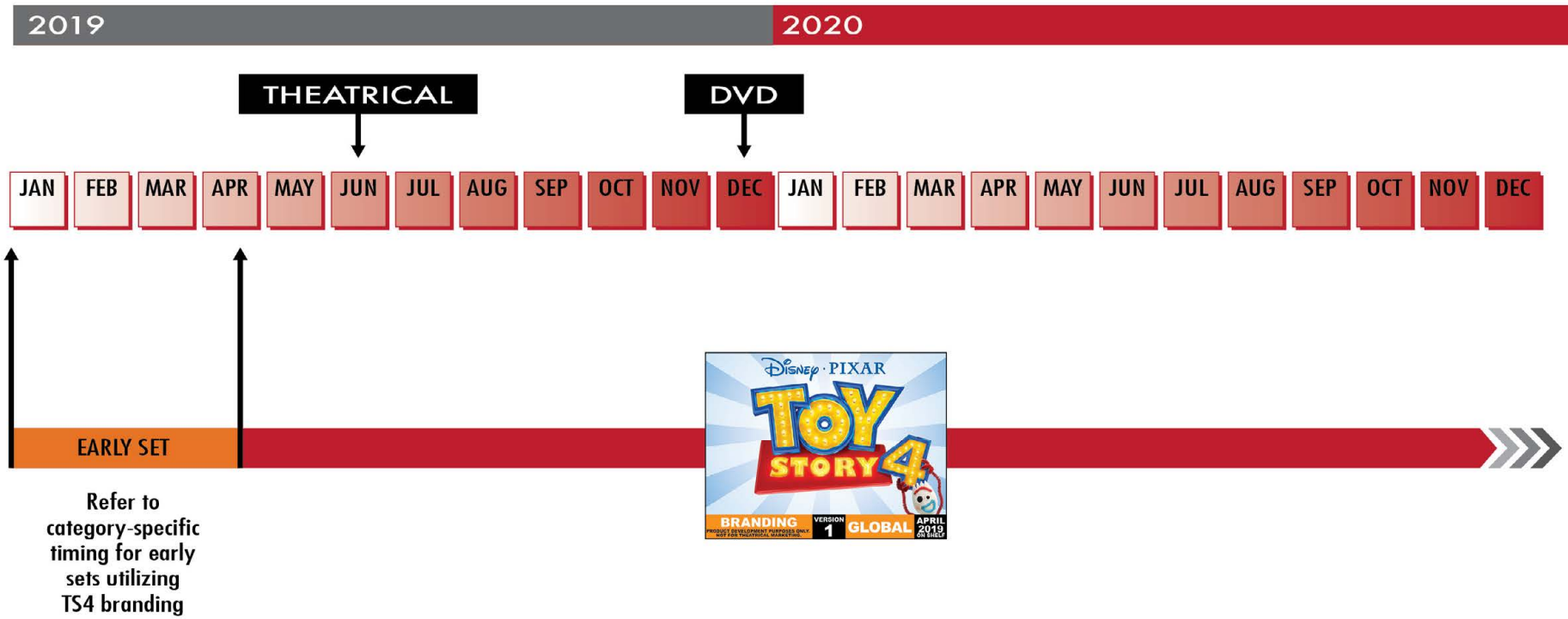
BRANDING TIMELINE



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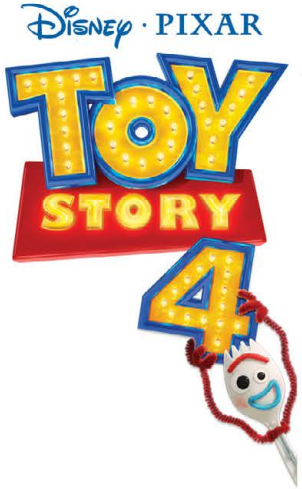
'Standard' Version

'Forky' Version



Two full-color versions of the branding logo are supplied within this guide. Choose the one that best fits your design. When using the version featuring Forky, follow the guidelines below.

CORRECT

Make sure the character art/numeral are scaled correctly and connect to the Toy Story core logo.

INCORRECT

DO NOT separate the logo elements.

INCORRECT

DO NOT undersize or overscale the logo elements.

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In limited instances, product might require a Toy Story franchise branding solution. For products setting during the Toy Story 4 theatrical window and on shelf for multiple selling seasons, a Toy Story Franchise Logo option may be used.

Franchise Version

CFNA027038.psd

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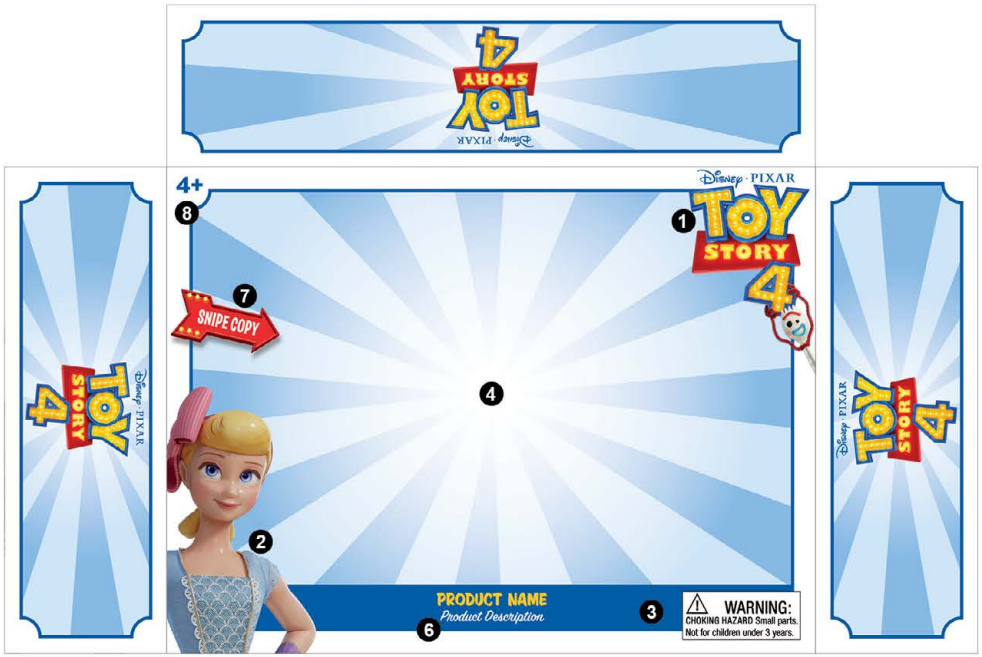
FRONT



BACK

CC743001.psd

NOTE: The window box file should be built to best fit the product.

1. **PROPERTY LOGO** - CC743017.psd
2. **CHARACTER ART** - Select from page 23
3. **PROPERTY TRADE TRIM** - CC743022.ai
4. **PROPERTY LINER** - CC743025.ai
5. **PHOTOGRAPHY FRAME** - Select from page 20
6. **PRODUCT NAME & DESCRIPTION**
7. **SNIPE** - Select from page 22
8. **AGE GRADE**

NOTES:
Please limit the number of product feature call-out snipes to a maximum of 3.

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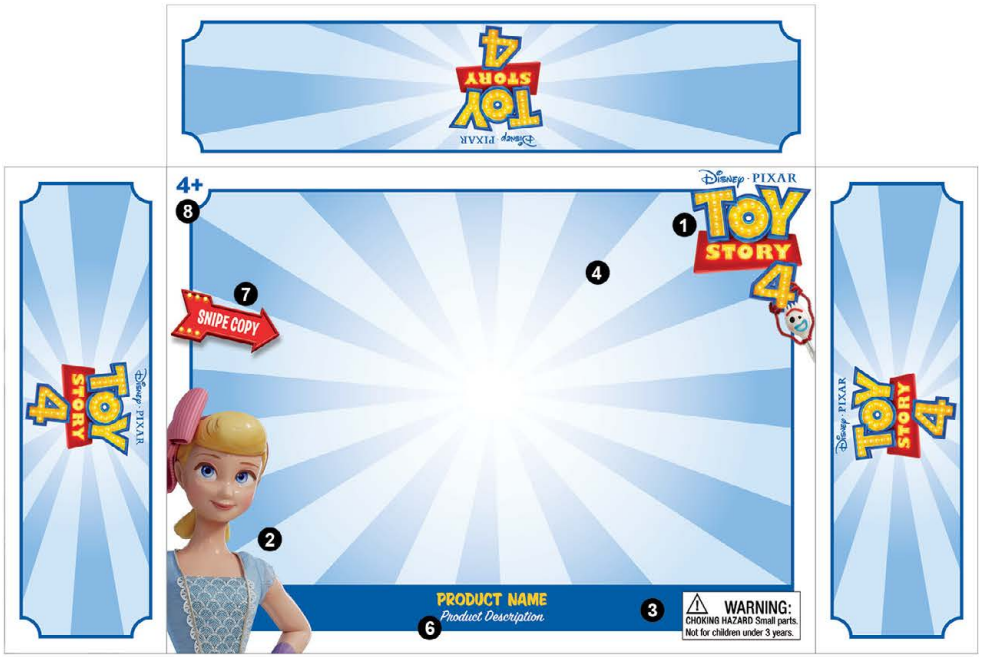
FRONT



BACK

CC743002.psd

NOTE: The window box file should be built to best fit the product.

1. **PROPERTY LOGO** - CC743017.psd
2. **CHARACTER ART** - Select from page 23
3. **PROPERTY TRADE TRIM** - CC743022.ai
4. **PROPERTY LINER** - CC743025.ai
5. **PHOTOGRAPHY FRAME** - Select from page 20
6. **PRODUCT NAME & DESCRIPTION**
7. **SNIPE** - Select from page 22
8. **AGE GRADE**

NOTES:
Please limit the number of product feature call-out snipes to a maximum of 3.

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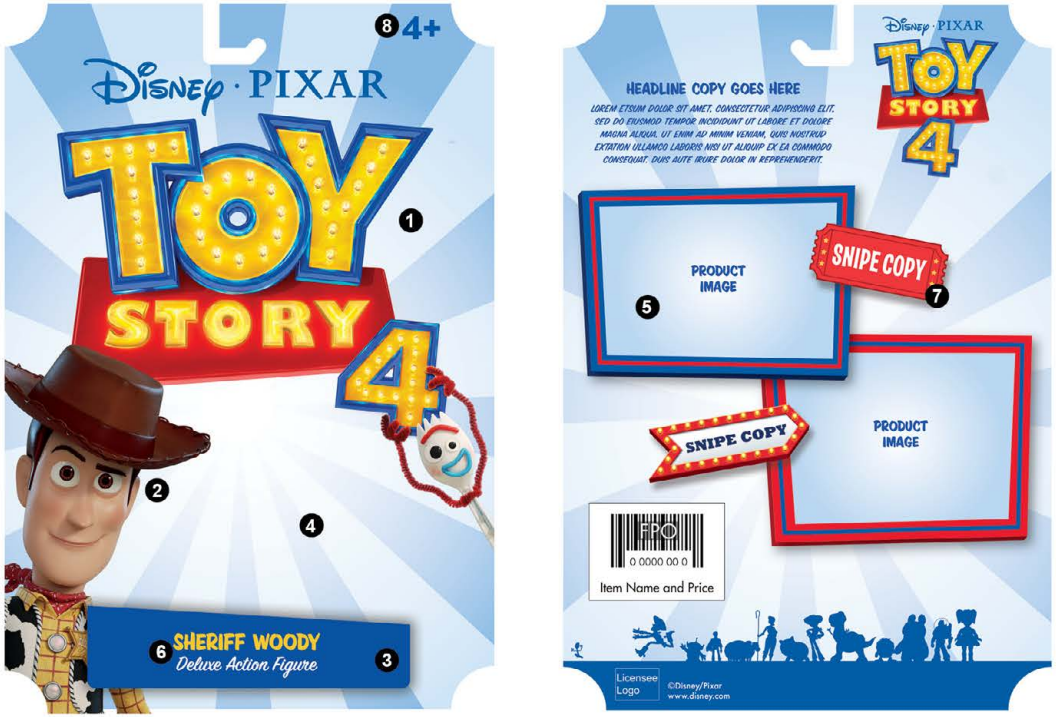
FRONT

BACK



CC743003.psd

1. **PROPERTY LOGO** - CC743017.psd
2. **CHARACTER ART** - Select from page 23
3. **PROPERTY TRADE DRESS** - CC743021.ai
4. **PROPERTY BACKGROUND** - CC743027.ai
5. **PHOTOGRAPHY FRAME** - Select from page 20
6. **PRODUCT NAME & DESCRIPTION**
7. **SNIPE** - Select from page 22
8. **AGE GRADE**

NOTES:
Please limit the number of product feature call-out snipes to a maximum of 3.

©Disney/Pixar

BACK

FRONT

CC743004.psd

BACK

FRONT

CC743040.psd

1. **PROPERTY LOGO** - CC743017.psd
2. **PROPERTY BACKGROUND** - CC743026.ai
3. **CHARACTER ART** - Select from page 23
4. **PRODUCT NAME**
5. **AGE GRADE**
6. **NOTES:**
   Header cards shown are not actual size.

OPTION ILLUSTRATING PRODUCT IMAGE

CC743005.psd

©Disney/Pixar

CHARACTER HANG TAG

FRONT

BACK

1. **PROPERTY LOGO** - CC743017.psd
2. **PROPERTY TRADE TRIM** - CC7430328.ai
3. **PROPERTY BACKGROUND** - CC743026.ai

NOTE:
Paper: 16pt Tango.

Finish Size: 2" (w) × 3.5" (h)
CC743006.psd

LOGO ONLY HANG TAG OPTION

FRONT

BACK

Finish Size: 2.5" (w) × 2.5" (h)
CC743007.psd

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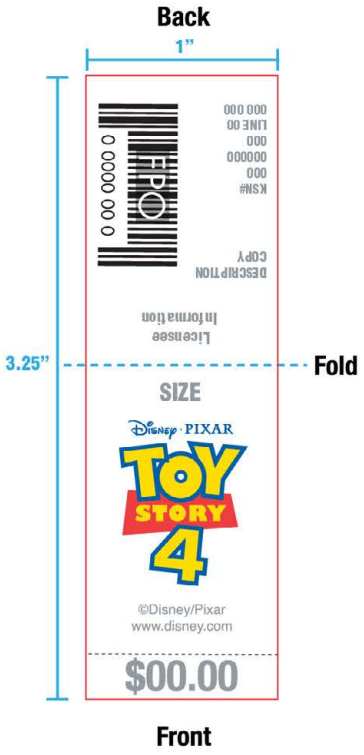

CC743008.ai

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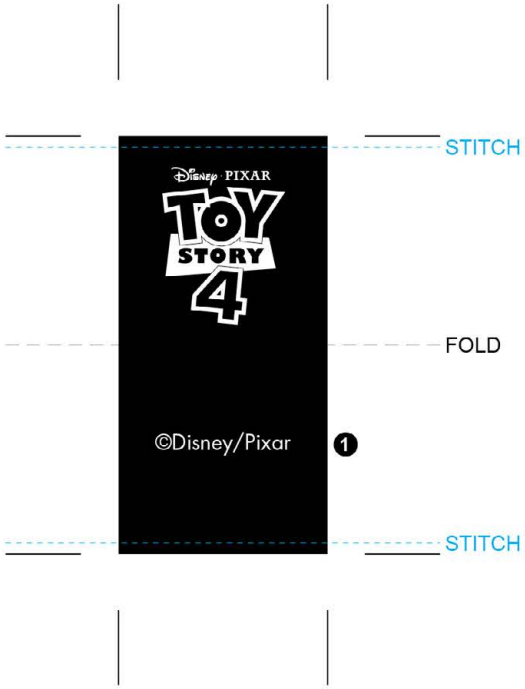
❶ FONT: 10pt Futura Book

❷ FONT: 6pt Futura Book

NOTE:
Please utilize either the Disney or the property logo. Not both.

WOVEN NECK LABEL



CC743009.ai
Cut & loop Damask woven label.
Finish Size: 28mm × 28mm

HEAT SEAL

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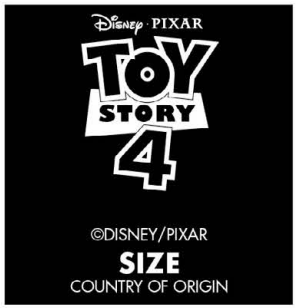
SIZE
COUNTRY OF ORIGIN

CC743010.ai
Light ground color heat seal
Sizing instructions provided in download



CC743011.ai
Dark ground color heat seal

PANTONE® ###C
C ## M ## Y ## K ##

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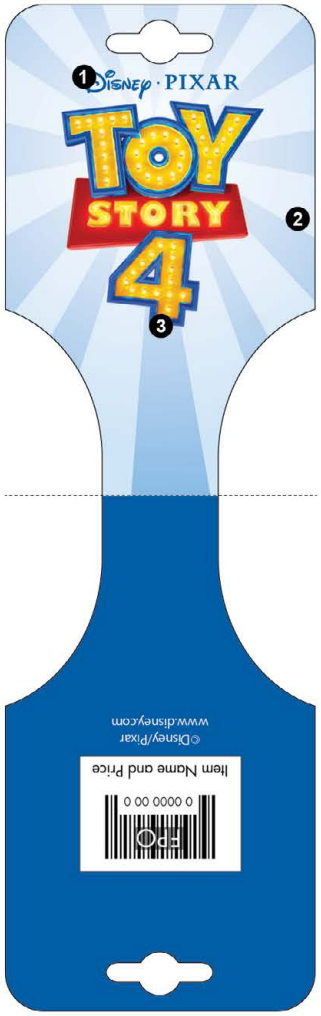
1. **PROPERTY LOGO** - CC743017.psd
2. **CHARACTER ART** - Select from page 23
3. **PROPERTY BACKGROUND** - CC743027.ai

FRONT



BACK

CC743012.psd

FRONT

BACK

CC743013.psd

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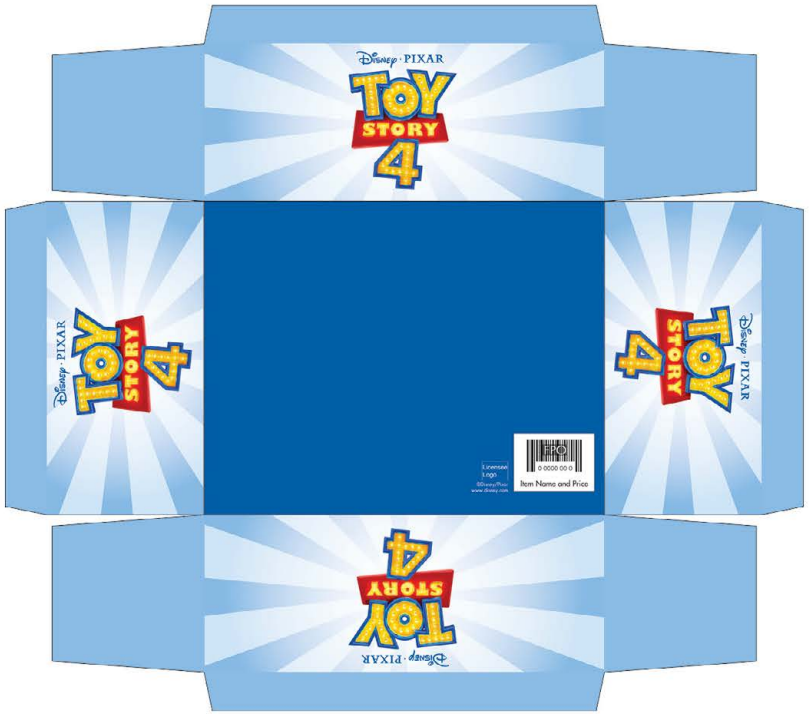
TOP



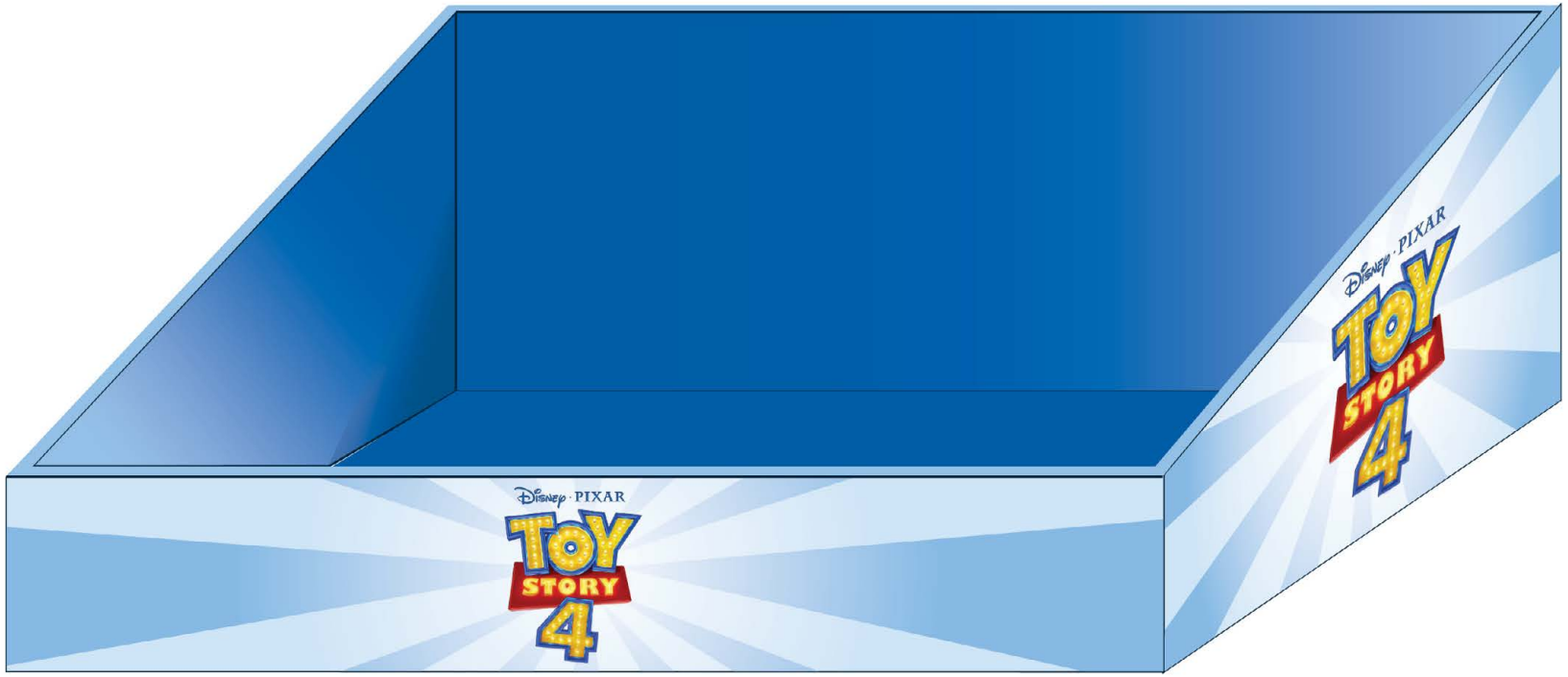
BOTTOM

CC743014.psd

1. **PROPERTY LOGO** - CC743017.psd
2. **CHARACTER ART** - Select from page 23
3. **PROPERTY LINER** - CC743025.ai

ASSEMBLED BOX VISUAL

©Disney/Pixar



©Disney/Pixar

Size: 8.5" (w) × 11" (h)
CC743015.psd

©Disney/Pixar

Size: 20" (w) × 15" (h)
CC743016.psd

©Disney/Pixar

LOGOS

Standard Branding Logo
CC743017.psd

Branding Logo w/ Forky

CC743018.psd

CC743039.psd

DO NOT USE ELEMENTS SEPARATELY. ONLY USE IN COMBINATION. REFER TO PAGE ## FOR CORRECT USAGE.

Marketing Logo
CC743041.psd

USE ONLY FOR MARKETING MATERIALS. DO NOT USE ON BRANDING.

3-Color PMS Logo
CC743019.ai

Black & White Logo
CC743020.ai

COLOR PALETTE

White
C 00 M 00 Y 00 K 00

Pantone® 2935
C 100 M 68 Y 03 K 00

Pantone 283
C 39 M 14 Y 00 K 00

Pantone 185
C 01 M 100 Y 92 K 00

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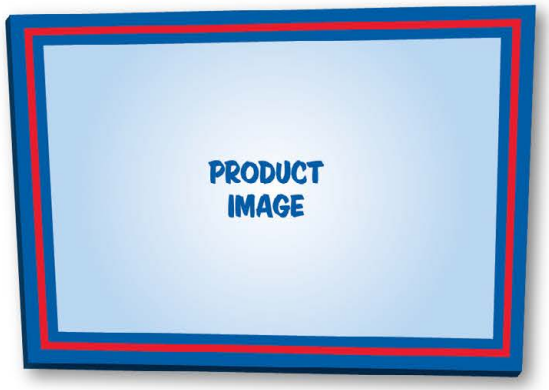
USE SIGNPAINTER HOUSE SHOWCARD FOR HEADLINE TYPE.
USE SIGNPAINTER HOUSE SCRIPT FOR DESCRIPTION TYPE.

NOTE: PLEASE REFER TO "TRADEMARKS AND FONTS" USE ON LEGAL SPECS PAGE.

CC743021.ai

CC743022.ai



CC743023.ai

CC743024.ai

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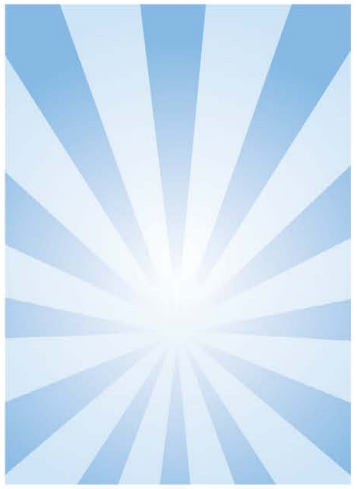
CC743025.ai
For use on liner

CC743026.ai



CC743027.ai
For use on back panel

CC743028.ai
For use on outer carton - side and top panels

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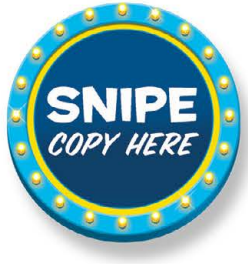
SNIPES

CC743029.psd

CC743030.psd

CC743031.psd

CC743032.psd



CC743033.psd

CC743034.psd

CC743035.psd

CC743036.psd

CC743037.psd

CC743038.psd

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Woody

CC741094.psd

Buzz Lightyear

CC741099.psd

Bo Peep

CC741102.psd

Forky

CC743039.psd
For use only in conjunction with logo.

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FONTS

Use for product title:

SIGNPAINTER HOUSE SHOWCARD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 . , : ; ( ) ! @ ?

PRODUCT NAME

Product Name should be in gold (Pantone® 123) on a blue (Pantone 2935) background.

Use for product description and copy:

Signpainter House Script

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . . : : ( ) ! @ ?

Use for snipe copy:

HOUSE-A-RAMA KINGPIN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 . , : ; ( ) ! @ ?

Use for snipe copy:

Las Vegas Jackpot

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . , : ; ( ) ! @ ?

Use for legal copy:

Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . , : ; ( ) ! @ ?

FRANCHISE/PROPERTY-SPECIFIC LEGAL LINE

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